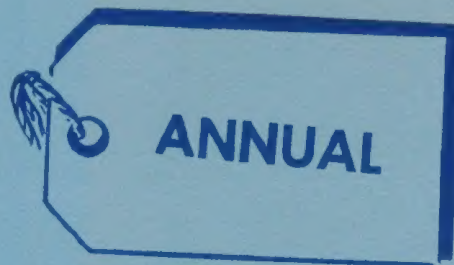


MAY 31 1966

# COLLEGE RADIO



# BULLETIN

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"OUTSTANDING FEATURES FOR TODAY'S PROGRAMMERS"

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BETHLEHEM, PENNSYLVANIA, 18015 • 215-867-0121

Dear Station Executive:

As you may well know by this time, the October issue of COLLEGE RADIO has been designated the ANNUAL. In this all-important issue your station will receive a FREE station listing as an IBS member station. You have already received your questionnaires which I hope you have already returned.

Invariably this issue of CR will prove to be a great asset to your station's list of reference material. It will not only serve as your station's commercial advertisement, but also your station's record and promotion getter for the next year.

Since the station that looks BIG, and acts like a worth-while station to advertise with, your station will undoubtedly want to advertise your station's ability to sell itself. Even though you may be a non-commercial station, you need records don't you? Well this is your opportunity to impress and advertise your station.

Enclosed please find our ANNUAL classified rate card. For just pennies your station can have a commercial message printed, a portion of your programming schedule, or your station executives listed as an advertisement. (THIS IS BESIDES YOUR FREE STATION LISTING.)

We hope we will hear from you concerning this all-important matter.

Sincerely in Broadcasting,

Henry G. Fromhartz  
Editor-Publisher

HGF:slf

*an advertising and distribution life of  
one year*

# COLLEGE RADIO

MAY 31 1966

## 1966 ANNUAL ISSUE

FOR JUST PENNIES YOUR STATION CAN HAVE  
AN ADVERTISEMENT OF ITS SALES POTENTIAL,  
PROGRAMMING, AND OTHER SALES GETTERS.

THE STATION THAT LOOKS LIKE BIG TIME  
WILL INVARIABLY GET THE ADVERTISING FROM  
NATIONAL AND REGIONAL SALES REPS.

premium positions at ANNUAL rates

YOUR  
FREE STATION  
LISTING  
HERE

YOUR  
1" SALES MESSAGE  
HERE

2"

3"

ADJACENCY GUARANTEED

(over)



## PREMIUM POSITIONS AT REGULAR RATES

### LISTING ADVERTISEMENTS

Single column (2¼") by:

1" deep .....	\$ 2
2" deep .....	4
3" deep .....	6

- position immediately following your free editorial listing guaranteed
  - no production charge for "all type" ads
  - minimum production charges if we supply cuts
- TERMS: net, no agency commission allowed

### RESERVE SPACE NOW . . .

**COLLEGE RADIO Magazine**  
**Intercollegiate Broadcasting System**  
**Bethlehem, Pennsylvania 18015**

Please reserve advertising space immediately following our FREE station listing in the 1966 COLLEGE RADIO ANNUAL. Enclosed please find copy for our (1) (2) (3) inch advertisement listing:

(PLEASE TYPE COPY)

☐ Remittance enclosed

☐ Please bill: Station.....

Address .....

.....

Per.....

JUST A REMINDER-----JUST A REMINDER-----JUST A REMINDER TO YOU

Deadline for returning station questionnaire and station poll for the COLLEGE RADIO ANNUAL is JUNE 30, 1966. ALL material must be returned so that your station is guaranteed a listing in the publication. If you have already sent in your material, we say thanks! If not, YOU MUST RETURN ALL FORMS. If all forms are not returned you will get no listing in the ANNUAL.

JUNE 30, 1966

DEADLINE DATE FOR ANNUAL

JUNE 30, 1966